

AMENDMENTS

Claims

The following is a copy of Applicants' claims that identifies language being added with underlining ("____") and language being deleted with strikethrough ("—"), as is applicable:

1 -104. (Canceled)

105. (Currently amended) A method implemented by a television set-top terminal (STT) configured to provide television programs and a viewer's preference for advertisement categories, the method comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer selectable advertisement categories, said plurality of viewer selectable advertisement categories including a first advertisement category and a second advertisement category that is different from the first advertisement category;

receiving by the STT a first viewer input corresponding to the first advertisement category and a second viewer input corresponding to the second advertisement category;

responsive to receiving the first and second viewer inputs, storing the first and second advertisement categories in the memory of the STT configured to store the viewer's preference for advertisement categories;

receiving a first advertisement and a second advertisement by the STT from a remote server after the STT receives the first and second viewer inputs;

storing the first and second advertisements in the STT;

receiving at a future time, a television program by a tuner in the STT;

outputting the television program to the television by the STT; and

outputting the stored first and second advertisements to the television by the STT during an interruption in the presentation of the television program being output by the STT.

106 -107. (Canceled)

108. (Currently amended) The method of claim 105, further comprising:

outputting the first and second advertisements to a the television only during time periods that were defined prior to receiving the first and second viewer inputs.

109. (Previously presented) The method claim 105, further comprising:

receiving by the STT a third viewer input responsive to a request by the STT for the third viewer input during the presentation of at least a portion of at least one of the first and second advertisements.

110. (Currently amended) The method of claim 105, wherein the second advertisement is output to the television during interruptions of the presentation of a the television ~~programs~~ program having a predetermined program ~~categories~~ category.

111. (Previously presented) The method of claim 105, wherein the first and second advertising categories are subcategories that correspond to respective broader categories.

112. (Canceled)

113. (Previously presented) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT after a corresponding predetermined expiration time.

114. (Previously presented) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT responsive to determining that said at least one of the first and second advertisements has been viewed at least a predetermined number of times.

115. (Previously presented) The method of claim 105, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving viewer inputs while the STT is outputting said at least one of the first and second advertisements.

116 - 121. (Canceled)

122. (Previously presented) A television set-top terminal (STT) system, comprising:

STT logic configured to output to a television a graphical user interface (GUI) that comprises a menu having a plurality of selectable advertisement categories, receive a plurality of viewer inputs respectively corresponding to selections made from the menu having the plurality of selectable advertisement categories, responsive to receiving the plurality of viewer inputs, store in a memory of the STT the viewer-selected advertisement categories, after receiving the plurality of viewer inputs, receive advertisement data components corresponding exclusively to respective advertisements corresponding to the viewer selected advertisement categories, store the advertisement data components in the memory of the STT, and output the respective advertisements to the television during intermittent future interruptions of the presentation of television programs not yet received at the STT output to the television at a future time.

123 - 124. (Canceled)

125. (Previously presented) The system of claim 122, wherein the STT logic is further configured to output to the television advertisements only during interruptions of television programs having predetermined program categories.

126. (Previously presented) The system of claim 122, wherein the STT logic is further configured to delete the advertisement data components from the STT after a predetermined expiration time.

127. (Currently amended) The system of claim 122, wherein the STT logic is further configured to delete each of the advertisement data components from the STT responsive to determining that the respective corresponding advertisements ~~has~~ have been viewed at least a predetermined number of times.

128. (Currently amended) A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer-selectable advertisement categories;

receiving by the STT a plurality of viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of viewer-selectable advertisement categories, wherein the viewer inputs are provided by a viewer of the television;

receiving a first advertisement and a second advertisement by the STT from a remote server after the STT receives the first and second viewer inputs;

storing the first and second advertisements in the STT;

receiving at a future time, a television program by a tuner in the STT;

outputting the television program to the television by the STT; and

outputting the stored first and second ~~advertisement~~ advertisements to the television by the STT during an interruption in the presentation of the television program being output by the STT.

and

~~responsive to receiving the plurality of viewer inputs, outputting to the television by the STT a plurality of commercials respectively corresponding to at least one of the viewer-selected advertisement categories.~~

129 - 133. (Canceled)

134. (Previously presented) The method of claim 105, wherein the advertisement comprises a commercial.

135. (Previously presented) The method of claim 105, wherein the menu further comprises selectable advertisements.

136. (Previously presented) The system of claim 122, wherein the advertisements comprise commercials.

137. (Previously presented) The system of claim 122, wherein the menu further comprises selectable advertisements.

138. (Canceled)

139. (Previously presented) The method of claim 128, wherein the menu further comprises selectable commercials, selectable advertisements, or a combination of selectable commercials and selectable advertisements.